

Message Text

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51

ACTION ARA-10

INFO OCT-01 ISO-00 EB-06 RSC-01 DRC-01 USIA-15 /034 W

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R 152107Z OCT 74

FM AMEMBASSY BUENOS AIRES

TO USDOC WASHDC

INFO SECSTATE WASHDC 8470

UNCLAS BUENOS AIRES 7649

FOR OIM/PETERSON/MOLNAR

E.O. 11652: N/A

TAGS: BEXP - AR

SUBJECT: CATALOG SHOW - HEALTH CARE EQUIPMENT CATALOG SHOW

REF: BA-7041

1. NAME OF EXHIBITION: HEALTH CARE EQUIPMENT CATALOG EXHIBITION
AND RELATED MULTIFIRM BSP.

2. PLACE AND DATES: U.S. TRADE CENTER, BUENOS AIRES, ARGENTINA,
OCTOBER 7 - 11, 1974.

3. NUMBER OF FIRMS SUPPLYING CATALOGS : 253

4. REGISTERED VISITORS: 283

TOTAL VISITORS: 296

5. TRADE INQUIRIES DEVELOPED: 1141

6. NUMBER OF EXHIBITING FIRMS RECEIVING INQUIRIES: 228

7. COMMENTS: ALTHOUGH THE ATTENDANCE FIGURE MAY SEEM LOW
THE QUALITY OF THE AUDIENCE MADE THIS EVENT A SUCCESSFUL EXHI-
BITION. INCLUDED AMONG REGISTERED VISITORS WERE:

PUBLIC HOSPITALS AND PRIVATE CLINIC DIRECTORS: 92

POTENTIAL REPRESENTATIVES: 37

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PRIVATE DOCTORS: 40

REPRESENTATIVES FROM PRIVATE LABORATORIES: 12

TECHNICAL EXPERT DR. JESUS DE LA HUERGA DEVELOPED 11 ADDITIONAL TRADE LEADS ON EQUIPMENT NOT COVERED WITHIN THE DISPLAYED CATALOGS, AND HELD 43 CONSULTATIONS DURING THE SHOW HOURS.

IN ORDER TO ATTRACT THIS SELECTIVE AUDIENCE A RELATED PRODUCT MULTIFIRM BSP WAS HELD IN CONJUNCTION WITH THE CATALOG SHOW. 17 AMERICAN COMPANIES SHOWED THEIR PRODUCTS AND REPORTED OFF THE FLOOR SALES OF \$ 156,300. AND 12 MONTH PROJECTED SALES OF \$ 1,471,800. DEVELOPING A GRAND TOTAL OF 348 SALES LEADS.
MONTLLOR

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Message Attributes

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Decaption Note:
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Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
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